



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/750,043	12/29/2000	Kuang-Shin Lin	3313 - 0257P-SP	6717
7590	03/30/2004		EXAMINER	
BIRCH, STEWART, KOLASCH & BIRCH, LLP			RHODE JR, ROBERT E	
P.O. Box 747			ART UNIT	PAPER NUMBER
Falls Church, VA 22040-0747			3625	

DATE MAILED: 03/30/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/750,043	LIN ET AL	
	Examiner Rob Rhode	Art Unit 3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on _____.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-5 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-5 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 29 December 2000 is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some *
 - c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claim 1 is rejected under 35 U.S.C. 112, second paragraph, as being incomplete for omitting essential steps, such omission amounting to a gap between the steps. See MPEP § 2172.01. The omitted steps are: receiving a product selection list from a web site.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim s 1 – 5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden (US 6,266,649 B1) in view of Walker (US 6, 634,550 B1).

Regarding claim 1, Linden teaches a method for purchasing a product through a network so that a customer can select and order a product at a web site using a browser and determine the gifts the customer wants through the Internet, which method comprises the steps of:

sending out a product selection message through the browser from the customer to the web site (see at least Abstract, Col 1, lines 55 - 56 and Figure 1); the web site providing a list of related gifts on the browser according to the product selection message (see at least Abstract); the customer selecting the gift contents from the list of gifts and sending a gift selection message to the web site through the browser (see at least Col 4, lines 60 – 67, Col 6, lines 56 - 67 and Figure 6); and the web site storing both the product selection message and the gift selection message (Col 7, lines 20 – 48). Regarding claim 2, Linden teaches a method further comprising the step of displaying a list of the product types on the browser for the customer's reference (Figures 1 & 6) and (3) wherein the list of the product types is displayed in the form of a web page (Figures 1 & 6) as well as (4) wherein the detailed contents of both the selected product and the corresponding gifts are displayed in the form of a web page (Figure 6). Additionally and regarding claim 5, Linden teaches a method further comprising the step of displaying the detailed contents of the selected product and the detailed contents of the corresponding gifts for the customer's reference (Col 7, lines 49 – 61).

However, Linden does not specifically refer to related gifts.

On the other hand, Walker refers to related gifts/products (see at least Abstract). Please note that Walker refers to free product, which for examination purposes is considered a gift.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Linden with the method of Walker to have enabled sending out a product selection message through the browser from the customer to the web site; the web site providing a list of related gifts on the browser according to the product selection message); the customer selecting the gift contents from the list of gifts and sending a gift selection message to the web site through the browser; and the web site storing both the product selection message and the gift selection message – in order to provide a free gift/product associated with a selection of a product. In this manner, the customer's satisfaction will be significantly improved and thereby result is increasing the probability that they will return in the future to satisfy new shopping needs as well as recommending the site to others.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **(703) 305-8230**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeff Smith** can be reached on **(703) 308-3588**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

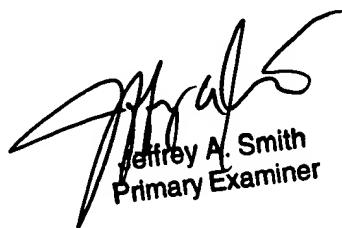
or faxed to:

(703) 872-9306 [Official communications; including
After Final communications labeled
"Box AF"]

(703) 746-7418 [Informal/Draft communications, labeled
"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal
Drive, Arlington, VA, 7th floor receptionist.

RER



Jeffrey A. Smith
Primary Examiner